

COMMUNITY EVENTS MARKETING
 PACK SALE PROGRAM
 REGISTER REPORT
 COLORADO STATE FAIR, PUEBLO, CO.

PLU #	ITEM	SOLD	AMOUNT
11	ZIPPO LIGHTER (5 PACKS)	305	3,050.00
15	T-SHIRT (3 PACKS)	408	2,448.00
19	HAT (3 PACKS)	283	1,698.00
23	CASSETTE CASE (2 PACK)	148	592.00
27	FANNY PACK (1 PACK)	2,325	4,650.00
TOTAL :			12,743.00
PRODUCT COST :			- 9,318.26
			3,424.74
SALES TAX PAYABLE (NO STATE SALES TAX)			- .00
TOTAL :			3,424.72

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COMMUNITY EVENTS MARKETING
PACK SALES PROGRAM
NAME GENERATION
COLORADO STATE FAIR, PUEBLO, CO.

ITEM	DISTRIBUTED
LIGHTERS :	5,400
NAME GENERATION :	5,200

SF

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COMMUNITY EVENTS MARKETING
CARTON BREAKDOWN
COLORADO STATE FAIR, PUEBLO, CO.

BRAND STYLE	ORDERED	SOLD
BOX RED	140	131
BOX 100'S	40	34
BOX MEDIUM	35	32
BOX MEDIUM 100'S	25	22
BOX LIGHT	95	93
BOX LIGHT 100'S	55	52
BOX MENTHOL	30	20
BOX MEN. LIGHT	30	29
SOFT RED	100	80
SOFT 100'S	40	34
SOFT MEDIUM	35	31
SOFT MEDIUM 100'S	20	18
SOFT LIGHTS	55	50
SOFT LIGHT 100'S	50	49
SOFT MEN. 100'S	0	0
TOTAL :	755	691

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138,000

COMMUNITY EVENT MARKETING

PACK SALE PROGRAM

EXIT INTERVIEWS

COLORADO STATE FAIR, PUEBLO, CO.

The event in Pueblo, Co. was well attended. Pack sales were busy throughout the event. Name generation was popular with the adult smokers who attended the event.

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